

WINNING THE FUTURE 2011

# CONNECTING AMERICAN BUSINESSES TO THE WORLD

ADVANCING THE NATIONAL EXPORT INITIATIVE



# U.S. Commercial Service

## WHO WE ARE

- 1400+ trade professionals
- 109 domestic offices
- 128 commercial offices located in U.S. Embassies and Consulates in more than 75 countries
- 800-USA-TRADE call center
- Advocacy Center

## WHAT WE DO

- Support American businesses with inherently governmental and trade promotion activities

## HOW WE DO IT

- Trade Counseling
- Market Intelligence
- Business Matchmaking
- Advocacy and Commercial Diplomacy
- Trade Promotion Programs

## THE RESULT

- Increased U.S. exports and U.S. jobs supported
- Level playing field for U.S. companies exporting abroad

## THE U.S. COMMERCIAL SERVICE SUPPORTS THE PRESIDENT'S NATIONAL EXPORT INITIATIVE (NEI), WHICH IS FOCUSED ON:

- Improving trade advocacy and export promotion efforts;
- Increasing access to credit, especially for small and medium-sized businesses;
- Removing barriers to the sale of U.S. goods and services abroad;
- Enforcing trade rules; and
- Pursuing policies at the global level to promote strong, sustainable, and balanced growth.

Visit our websites:

***trade.gov/cs***

U.S. Commercial Service organizational website

***export.gov***

Exporter-focused information, resources, and U.S. Commercial Service contacts across the country

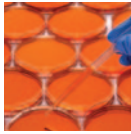
***buyusa.gov***

Information for foreign buyers, including in-country U.S. Commercial Service contacts



Connecting you to global markets.

# TABLE OF CONTENTS



- 3** A Message from the Assistant Secretary and Director General
- 4** The Importance of Exporting and Trade Promotion
- 5** 2010 Results by the Numbers
- 6** The U.S. Commercial Service at Work
- 8** Client Success Stories
- 12** Responding to Global Change
- 13** Perspectives from the Front Line
- 14** The President's "E" Award
- 15** Advocacy and Commercial Diplomacy
- 15** Trade Information Center
- 16** Trade Missions
- 17** Trade Shows: International Buyer Program and Trade Fair Certification
- 18** The Power of Partnerships
- 19** Invest in America
- 20** Collaboration Highlights
- 22** Moving Forward
- 23** U.S. Commercial Service Leadership
- 24** U.S. Commercial Service Offices



**"TO HELP BUSINESSES SELL MORE PRODUCTS ABROAD, WE SET A GOAL OF DOUBLING OUR EXPORTS BY 2014—BECAUSE THE MORE WE EXPORT, THE MORE JOBS WE CREATE HERE AT HOME."**

—President Barack Obama, State of the Union Address, January 25, 2011

"AS A BUSINESS INVESTMENT, USING THE U.S. COMMERCIAL SERVICE WAS ABSOLUTELY THE MOST COST-EFFECTIVE WAY TO EXPLORE THE BULGARIAN MARKET. WE WOULD HAVE SPENT MANY TIMES OVER THE INVESTMENT TO ACHIEVE THE SAME RESULTS ON OUR OWN."

—Phil Schwolert, Business Development Director, Novo Energy (Fort Collins, CO)

"SINCE THE U.S. COMMERCIAL SERVICE HAD ALREADY MADE THE KEY CONTACTS AND EXTENDED BUSINESS INVITATIONS APPROPRIATE TO THE BUSINESS CULTURE OF THE COUNTRY, OUR SALES TEAMS COULD FOCUS MORE ON THE PRESENTATION AND SALE OF OUR PRODUCTS."

—Matt Glenn, Manager of International Operations, Analytical Graphics (Exton, PA)

"OUR LOCAL U.S. COMMERCIAL SERVICE OFFICE HAS BEEN INSTRUMENTAL IN PROVIDING US WITH INFORMATION AND SUPPORT FOR OUR EXPORTING EFFORTS. THEY ARE ALWAYS AVAILABLE AND HAVE PROVIDED IMMEDIATE SOLUTIONS TO ANY PROBLEMS IN THE EXPORTING PROCESS."

—Stephen McMenamin, President and CEO, iWood Eco Design (Louisville, KY)



## A MESSAGE FROM THE ASSISTANT SECRETARY AND DIRECTOR GENERAL

In its first year, the National Export Initiative (NEI) gained significant momentum. U.S. government agencies marshaled their resources to aggressively respond to President Obama's call to action to double U.S. export value over five years and, as a result, support millions of American jobs. In 2010, U.S. exports grew 17 percent, a positive step toward the NEI goal.

As one of the key agencies driving our government's trade promotion efforts, the U.S. Commercial Service (CS) helped propel the NEI in 2010. In fiscal year 2010, we assisted more than 18,000 American companies. Of this number, approximately 5,500—nearly 30 percent of those assisted—reported having achieved a milestone by exporting for the first time, entering a new market, or increasing their international market penetration. Altogether, the CS helped these companies with a total of 12,300 export successes worth more than \$34 billion in U.S. export sales, supporting jobs across the country. More than 85 percent of the companies assisted by the CS were small and medium-sized enterprises with fewer than 500 employees.

With a thrust to take businesses to new markets, we are expanding the U.S. global footprint. Less than one percent of the 30 million companies in the United States export. Of these 280,000 companies, 58 percent export to only one market. The U.S. Commercial Service can help current exporters expand to new markets by identifying opportunities, developing strategies, and connecting them to prescreened partners. We can also connect companies that wish to export for the first time to our partner agencies.

I am privileged to serve in this extraordinary organization of trade professionals dedicated to helping U.S. companies succeed globally. In 2010, the U.S. Commercial Service generated \$135 in U.S. exports for every tax dollar appropriated to it. Throughout this report, you will find examples of the variety of export successes we supported. With our commitment to WIN THE FUTURE and enhance U.S. competitiveness worldwide, we look forward to assisting even more companies in 2011 and helping advance the President's NEI goals.

Sincerely,



SURESH KUMAR  
ASSISTANT SECRETARY FOR TRADE PROMOTION  
AND DIRECTOR GENERAL OF THE U.S. AND FOREIGN COMMERCIAL SERVICE

"FROM CLEAN AND GREEN TECHNOLOGY TO TRANSPORTATION EQUIPMENT TO COMPUTERS AND ELECTRONICS, AMERICA'S STRENGTH HAS ALWAYS BEEN OUR ABILITY TO CREATE AND SELL PRODUCTS AND SERVICES THAT HELP OTHERS AROUND THE WORLD IMPROVE LIVES AND LIVELIHOODS. THAT'S WHAT WE'VE GOT TO GET BACK TO: CREATING, BUILDING, AND INNOVATING. WITH THE NATIONAL EXPORT INITIATIVE, AMERICAN BUSINESSES THAT WANT TO EXPORT—ESPECIALLY SMALL AND MEDIUM-SIZED ENTERPRISES—ARE GOING TO HAVE A MORE VIGOROUS PARTNER IN THE U.S. GOVERNMENT."

DIRECTOR GENERAL SURESH KUMAR  
ON MARCH 29, 2010



Director General Suresh Kumar on right, with Fred Lam, Executive Director of the Hong Kong Trade Development Council, at the signing of the Hong Kong Pacific Bridge Initiative in November 2010.



# The Importance of Exporting and Trade Promotion

## The Path to Economic Prosperity

More than **70 percent** of the world's purchasing power is located outside of the United States. When we consider how best to grow the U.S. economy and support American jobs, it makes sense to look at markets beyond our borders where demand is growing.

**Exporting is profitable** for businesses of all sizes. On average, sales grow faster, more jobs are created, and employees typically earn 13–18 percent more than in non-exporting firms. Companies that export are generally more resilient to economic fluctuations than those that do not.

The U.S. benefits from the cachet of “Made in the USA.” We are known throughout the world for high quality, innovative goods and services, customer service, and sound business practices. Due to our inventiveness, **American products and services are in demand** because they improve lives and livelihoods around the world.

But many companies, especially small and medium-sized firms, lack the knowledge, resources, or confidence to begin or expand their export activities—and that is why federal trade promotion is so important. Businesses do not need to go it alone; they have **a partner in the U.S. Commercial Service** to help them succeed. The key to U.S. economic growth is helping more businesses go global. This is exactly what the **National Export Initiative** aims to achieve.

According to a recent U.S. Commercial Service study, the most successful exporting manufacturers—those whose international sales have grown by an average of 10 percent per year—**used U.S. government export assistance.**

U.S. Commercial Service support is a proven way to help American companies find profitable markets abroad and **expand their export sales.**

# U.S. Commercial Service

# 2010

# Results

by the Numbers\*

- **\$34.8 billion** in U.S. exports facilitated (76% increase from 2009)
- **\$19.7 billion** in U.S. export content from advocacy cases won (209% increase from 2009)
- **\$4.6 billion** in commercial diplomacy successes (368% increase from 2009)
- **31,500** inquiries answered by 800-USA-TRADE
- **18,000+** clients assisted
- **12,803** international buyers (40% increase from 2009) led on 496 delegations to trade shows in the United States
- **1,500** domestic outreach events conducted with several thousand U.S. company participants
- **344** U.S. company participants (125% increase from 2009) on 36 trade missions overseas
- **\$135** in exports facilitated for every \$1 of taxpayer investment
- **88%** of clients are “very satisfied” or “satisfied” with CS services

\* DATA IS FOR FISCAL YEAR 2010



# THE U.S. COMMERCIAL SERVICE AT WORK

HOW WE CONNECT  
U.S. COMPANIES  
WITH THE WORLD

## 1 Rogers, Arkansas

Assembled Products signed a distributor agreement in Spain for its "Mart Cart," the firm's top-selling electric shopping cart, after using a CS matchmaking service.

## 2 Mobile, Alabama

Quality Valve, Inc. utilized CS trade counseling to learn about doing business in South America, and then sold its products to Colombia, Chile, and Argentina.

## 3 Benicia, California

Pacific Ozone Technology used CS trade counseling to solidify a business relationship and secure a sale of energy-efficient ozone generator technology to South Africa.

## 4 West Palm Beach, Florida

Office 1 Superstores International participated in a CS matchmaking service, which resulted in the company signing a master franchise agreement in Indonesia.

## 5 Kihei, Hawaii

The Pacific Disaster Center was awarded a \$650,000 contract to conduct disaster management training for the Vietnamese government, after receiving ongoing CS trade counseling and market research.

## 6 American Falls, Idaho

Double L, a manufacturer of potato harvesters, utilized a CS matchmaking service to meet potential Australian buyers in Tasmania, Victoria, and South Australia, leading to initial sales followed by a recent \$70,000 sale of equipment.

## 7 Rockford, Illinois

MegaFab received CS trade counseling to facilitate its export process to Russia, resulting in a \$9 million sale of its machine tools.

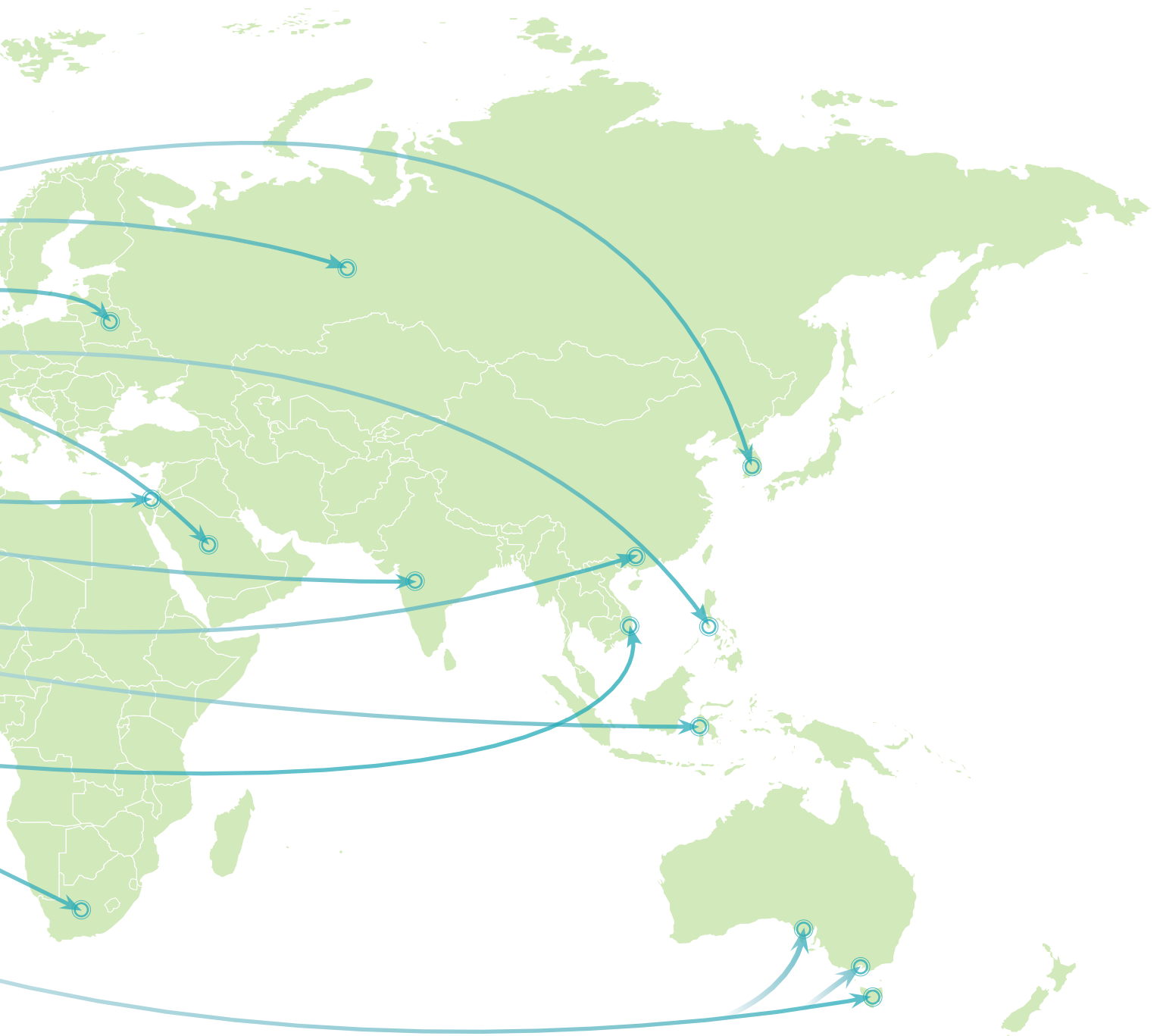
## 8 Osceola, Iowa

Simco, a rural manufacturer, sold its specialized truck-mounted drilling rig package to a geotechnical engineering company in Saudi Arabia, after receiving CS assistance at the 2010 Africa, Near East, and South Asia conference.

## 9 Las Vegas, Nevada

At the World of Concrete International Buyer Program show, CS introduced Performance Polymers to a South Korean buyer, resulting in a sale of its stain-cleaning agents.





**10 Albuquerque, New Mexico**

The State of Chiapas, Mexico, chose New Mexico's MIOX Corporation to supply 175 water treatment systems, a project valued at more than \$3.5 million, through contact established with CS assistance.

**11 Wahpeton, North Dakota**

WCCO Belting, Inc. sold \$300,000 of its agricultural belting for combine harvesters to Belarus by using CS matchmaking services.

**12 Columbus, Ohio**

Global Recovery Group used a CS company background report to effectively restructure a loan with a Philippine company and recover \$2.8 million dollars under the restructured loan.

**13 San Juan, Puerto Rico**

Caribbean Project Management utilized CS market research and trade counseling to win two new bids for consulting projects in Panama worth \$525,000.

**14 Oak Ridge, Tennessee**

Nucsafe, a manufacturer of portable radiation detection equipment, sold two of its systems to Guangzhou Airport in China, following CS assistance on export control procedures.

**15 Houston, Texas**

Object Reservoir reclaimed outstanding debt in Argentina that had put its company in jeopardy, with support from CS staff in Houston and Argentina.

**16 Williston, Vermont**

MicroStrain, Inc., a manufacturer of wireless and inertial sensing systems, received CS assistance in developing a full export compliance system, resulting in a successful sale to Israel.

**17 Summer, Washington**

CS provided Flux Drive, Inc. with export regulation counseling, resulting in the installation of 12 energy-efficient flux drive units at the Vancouver Aquarium in Canada.

**18 Pocahontas, West Virginia**

After CS introduced Kanawha Scales and Systems to an Indian partner, the company made its first sale to India to design and build its coal load-out systems, valued at \$3.5 million.

## CLIENT SUCCESS

# SUNIVA FINDS SOLAR TECHNOLOGY DEMAND ABROAD

SUCCESS FROM RENEWABLE ENERGY  
TRADE MISSIONS



Rooftop of India's first eco-friendly stadium, 1MW+, New Delhi,  
Powered by Suniva™

**"TRADE MISSIONS ARE A KEY TOOL FOR OUR COMPANY. THE U.S. COMMERCIAL SERVICE INTRODUCED US TO PARTNERS WE NEVER WOULD HAVE HAD THE CHANCE TO MEET, AND THAT HAVE HELPED US GROW OUR BUSINESS."**

—BRYAN ASHLEY, CHIEF MARKETING OFFICER

## THE COMPANY

Suniva, Inc., based near Atlanta, Georgia, manufactures high-efficiency silicon solar cells and high-power solar modules using low-cost manufacturing techniques. The company is focused on the mass adoption of high-efficiency photovoltaic (PV) technology and the significant economic, social, and environmental benefits it brings to the world community.

## THE CHALLENGE

Renewable energy is a high-growth area around the world, and Suniva found that its solar products were in strong demand abroad. With many opportunities overseas, Suniva needed to find reliable partners to help them succeed with their international expansion. The company was especially interested in India and China because of their dramatic economic growth and rapidly increasing demand for energy.

## THE SOLUTION

In 2008, Suniva contacted the U.S. Commercial Service and soon became interested in CS trade missions. The company traveled on a clean energy trade mission to India in 2009, which resulted in many leads with potential partners. Based on that success, they returned to India in February 2010 on a solar energy trade mission. As a result of these two trade missions, Suniva secured several strong long-term relationships with customers in India.

In May 2010, Suniva traveled with U.S. Secretary of Commerce Gary Locke on the China Clean Energy Business Development Mission to China. "Trade missions are a key tool for our company," states Chief Marketing Officer Bryan Ashley. "The U.S. Commercial Service introduced us to partners we never would have had the chance to meet, and that have helped us grow our business."

As Suniva continues to look for opportunities in new markets, the company has already signed up for an upcoming business development mission to Morocco. "CS has provided a huge return on investment for us, and saved us time and effort," said Ashley.

## THE RESULT

Because of exporting, Suniva has been able to weather the economic downturn. "Operating in several foreign markets enables us to spread the risk and hedge currency fluctuations," said Ashley. "We have created new jobs both at headquarters as well as in our production lines, and many of our hires were veterans and workers who had been laid off from the automobile industry."

## THE COMPANY

Helicopter Tech, Inc., headquartered in King of Prussia, Pennsylvania, was established in 1995 by President and CEO Rachel Carson to meet the needs of the aviation industry's diverse customers. Helicopter Tech provides thousands of aircraft parts, manufactured by its subcontractors and suppliers, and delivered through its supply chain management operation.

## THE CHALLENGE

Having exported in the past, Carson wanted to keep global expansion a top priority, and she was looking for new buyers in Europe and Asia. The challenge Helicopter Tech faced was navigating new foreign government regulations and export documentation.

## THE SOLUTION

Carson contacted the U.S. Commercial Service office in Philadelphia for assistance. "The U.S. Commercial Service offers a fantastic set of programs that have proven to be an immense help for Helicopter Tech," said Carson. "Our first objective was to identify markets where export regulations were not as strenuous and where we could have a competitive advantage. That's where the U.S. Commercial Service stepped in and helped us plan our strategy utilizing market information, webinars, and trade forums."

Interested in exporting to South Korea, Carson attended the Seoul Air Show, supported by the CS Aerospace Team. "The U.S. Commercial Service set me up with 18 business matchmaking meetings in South Korea over three days, with reputable partners and translators too," said Carson.

## THE RESULT

Since its inception, Helicopter Tech has increased international sales from zero to 40 percent of its overall commercial aviation business, growing from a one-woman business to 18 employees and contractors in just a few short years.

"Exporting keeps us diversified," said Carson. "For example, during the summer, when the U.S. does less maintenance on their helicopters, we're able to maintain steady business during the winter aviation maintenance period in Australia, and vice versa." She adds, "I continue to look for new opportunities in international markets, and will certainly be taking advantage of the U.S. Commercial Service as it has been a huge help in our efforts to grow our international business."

## CLIENT SUCCESS

# HELICOPTER TECH FINDS SUCCESS IN SOUTH KOREA

## CS FACILITATES GLOBAL EXPANSION



Rachel Carson, President and CEO of Helicopter Tech, Inc.

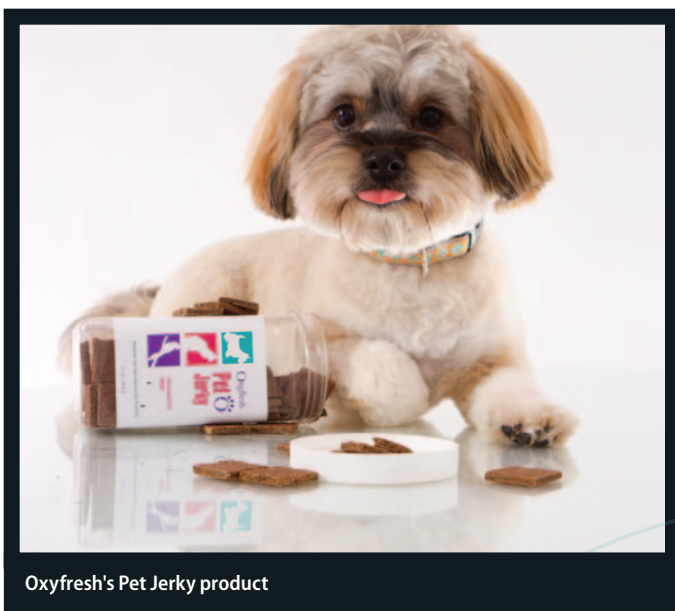
**"THE U.S. COMMERCIAL SERVICE HELPED US PLAN OUR STRATEGY UTILIZING MARKET INFORMATION, WEBINARS, AND TRADE FORUMS."**

—RACHEL CARSON, PRESIDENT AND CEO

## CLIENT SUCCESS

# OXYFRESH EXPANDS PET CARE PRODUCTS TO ASIA

CS MATCHMAKING LEADS TO SALES



Oxyfresh's Pet Jerky product

**"CS HELPED US IDENTIFY POTENTIAL PARTNERS, SET UP MEETINGS WITH DECISION MAKERS AND OWNERS OF PROMINENT COMPANIES, AND PROVIDED US WITH TRANSLATION ASSISTANCE—ALL OF WHICH HAVE SAVED US VALUABLE TIME AND RESOURCES."**

—STEVE WOOD, CFO AND  
VICE PRESIDENT OF OPERATIONS

## THE COMPANY

Oxyfresh, based in Coeur d'Alene, Idaho, manufactures personal care products for humans and pets. Founded by dentists, the company got its start by creating a mouth rinse that eliminates bad breath with a key active ingredient, Oxygene®. The company's pet care products include pet ear cleaner, deodorizer, shampoo, jerky, toothbrushes, gels/toothpaste, antioxidants, and the all-natural "Mellow Out" pet relaxant.

## THE CHALLENGE

By 2008, Oxyfresh identified key trends in the Asian market, and quickly sought to take advantage of potential selling opportunities. "Pet stores were opening up everywhere," said Oxyfresh CFO and Vice President of Operations Steve Wood. "The middle class was growing and families were having fewer children. Pets were becoming the new family member, and we saw the opportunity for our products to succeed there." New to the Asian market, Oxyfresh sought guidance on finding the right partner and distribution channels. "We were looking for a long-term partner and not a quick export sale," said Wood. "The right partner for Oxyfresh needed to be as passionate about the product as the company itself, and promote and educate consumers in the respective territories."

## THE SOLUTION

Oxyfresh contacted the U.S. Commercial Service office in Boise, and was encouraged to participate in a trade mission to Asia with Idaho Governor C.L. "Butch" Otter. During the trip, Oxyfresh met with prescreened potential partners arranged through a CS matchmaking service. The result was successful new distributorships and sales in Taiwan and Hong Kong.

In June 2010, Wood joined Governor Otter on a second trade mission to China. As a result of that mission, Wood expects to ship pet product orders to Guangzhou, Shanghai, and Beijing. "Our participation in the two trade missions to Asia have been a great success, due to the efforts of the U.S. Commercial Service," said Wood. "They helped us identify potential partners, set up meetings with decision makers and owners of several prominent companies, and provided us with translation assistance—all of which have saved us valuable time and resources," said Wood.

## THE RESULT

Before the trade missions, Oxyfresh's exports accounted for only three percent of their overall sales, but they have now doubled this amount and expect exports to continue to increase.



## THE COMPANY

Coffee & More, LLC, based in San Antonio, Texas, is a small company offering high-quality, expertly roasted coffee blends. Robert Allen, CEO, was originally a senior partner for an Internet service provider, but was inspired to enter the coffee industry. He started buying green coffee beans in small quantities to roast and resell. In 2006, he created Coffee & More, LLC, an idea that has grown into a business selling more than 36 varieties of coffee and has recently expanded with a line of teas and chocolates.

## THE CHALLENGE

Coffee is the second-most traded commodity in the world after oil, so Coffee & More needed to find a way to differentiate its products from the competition.

Drinking coffee is a cultural experience, and the way coffee is roasted and prepared differs from country to country. Despite these challenges, Allen believed that the customer base for his products outside the United States was large, as was the potential for success.

## THE SOLUTION

Coffee & More participated in the San Antonio Export Leaders Program, a program created by the City of San Antonio, the U.S. Commercial Service, and the University of Texas San Antonio. During the training, Allen received trade counseling, customized market research, and information on market entry strategies. The export planning and preparation served Allen's business philosophy—"people do not prepare to fail, they fail to prepare." As a result of knowledge gained from the program, Coffee & More made large international sales to Mexico and Italy. The CS, in collaboration with the Foreign Agricultural Service, continued to assist Coffee & More as it successfully exported to Iraq, Australia, and Japan.

## THE RESULT

"Now international exporting has become an integral part of the company," said Allen. "Our international exports went from two percent to 60 percent of annual income in just a few years, and we've been able to add more jobs."

## CLIENT SUCCESS

# COFFEE & MORE IDENTIFIES PROMISING MARKETS

SMALL COMPANY BENEFITS FROM  
TRADE COUNSELING



Basket of assorted Coffee & More goods

"OUR INTERNATIONAL EXPORTS WENT FROM TWO PERCENT TO 60 PERCENT OF ANNUAL INCOME IN JUST A FEW YEARS, AND WE'VE BEEN ABLE TO ADD MORE JOBS."

—ROBERT ALLEN, CEO

AIR-TO-H<sub>2</sub>O: WATER TECHNOLOGY SAVES LIVES IN HAITI

# RESPONDING TO GLOBAL CHANGE

**In Wake of Earthquake, U.S. Government Facilitates Delivery of New Water Technology.**

On January 12, 2010, Haiti was struck by a devastating magnitude 7.0 earthquake that claimed more than 200,000 lives, one of the worst natural disasters in modern times. In its wake, hundreds of thousands of Haitian citizens were in need of water, food, and other relief, and time was critical. Due to the efforts of the U.S. government and Aqua Sciences, Inc.'s air-to-water machine, many lives were saved.



It all started in Florida, shortly after the quake, when the U.S. military's Southern Command was tasked with coordinating U.S. relief efforts in Haiti. Helping in this effort was Bill Lawton, a trade professional with the U.S. Commercial Service in Fort Lauderdale who has counseled hundreds of U.S. businesses and connected them to international customers. Lawton was assigned through the U.S. Department of Commerce's Office of Reconstruction and Stabilization to serve as a liaison to the Command. His job was to help facilitate exports of U.S. goods and services for Haitian relief efforts.



In the days after the earthquake, Lawton and the Command received thousands of inquiries from U.S. companies looking for opportunities to help in Haiti. One of Lawton's priorities was fulfilling a request from Haiti's University Hospital for potable water technology, and he sorted through dozens of calls from U.S. companies offering solutions. With his extensive trade experience, Lawton narrowed the field of potential prospects to supply the hospital, ultimately focusing on Aqua Sciences of Miami Beach, Florida.



Doug Davenport, Public Affairs and Federal Government Relations Manager for Aqua Sciences, answered Lawton's phone call. "I had worked with the U.S. Commercial Service since 1996 on behalf of many energy and technology companies on market access issues," said Davenport. "We had been very interested in

helping in Haiti, and had received many calls from private sector organizations offering assistance, but weren't sure about the best way to go about it; there were a lot of roadblocks. I had known of Bill Lawton, and knew the U.S. Commercial Service was one of the most responsive agencies I had worked with, so we moved forward."

Working through U.S. Southern Command, Lawton arranged for the air shipment of the 20-ton, 40-foot machine to Haiti's capital of Port-au-Prince, where Aqua Sciences would provide operational and technical services and support. Within one week of Lawton's conversation with Davenport, the machine was loaned to University Hospital, the nation's largest hospital, where it helped save many lives.

At the hospital, the air-to-water machine was producing 1,500 gallons a day, or enough water to serve as the primary source for all of the patients and medical staff. The water was also used for wound cleansing and surgical scrubbing. Throughout the machine's two-month stay at the hospital, hundreds of lives were saved and patient comfort improved at the 700-bed medical facility.

Aqua Sciences plans to open a manufacturing facility in the United States, and add U.S.-based "green" jobs while expanding its overseas sales with help from U.S. Commercial Service trade counseling, business matchmaking, market research, and other services.

Aqua Sciences is now working with non-governmental organizations in Haiti to help address the cholera outbreak as the company looks to deploy its technology on a broader scale. "I don't know of many businesses where you can create a company, save lives, and generate new jobs all at the same time," said Davenport. "You see, for me, this isn't work, it's a passion."

# PERSPECTIVES FROM THE FRONT LINE

## Q & A WITH CS TRADE PROFESSIONALS

### In your view, what makes the U.S. Commercial Service a unique resource?

What we're offering is boots-on-the-ground expertise. There's nothing like having someone who can give you the local context and tell you about potential challenges that aren't readily apparent and which you might not know to ask about.

—SARAH E. KEMP, DEPUTY SENIOR COMMERCIAL OFFICER, CS CHINA IN BEIJING

We're perceived by the business community as an organization that can open doors to contacts that many companies can't open by themselves. We spend the time to listen to what the company's objectives are; understand what they're trying to achieve; and then see which CS services can provide solutions to the company.

—RICHARD CORSON, DIRECTOR, CS MICHIGAN IN PONTIAC

We offer tremendous efficiencies of time and money. A U.S. company can spend a lot of time and travel trying to get appointments with all of the right contacts. We identify and screen the best contacts for a specific U.S. company and compress the appointments into a matter of days, instead of weeks.

—KEITH KIRKHAM, SENIOR COMMERCIAL OFFICER, CS ROMANIA IN BUCHAREST

For me, the most important thing is counseling people early on as they penetrate a market to give them the insight that they need to avoid making serious mistakes, maybe finding the wrong partner, or signing agreements prematurely without a full due diligence and search.

—PATRICK T. WALL, COMMERCIAL COUNSELOR, CS PHILIPPINES IN MANILA

### What events are you organizing?

At the Trade Winds Forum in Mexico, we'll be doing business matchmaking between U.S. businesses and prescreened companies from Mexico. Last year, we arranged hundreds of meetings. Some U.S. companies were able to get back on the plane with orders and others developed relationships with potential buyers.

—TONY CEBALLOS, DIRECTOR, CS PENNSYLVANIA IN PHILADELPHIA

We're getting ready to do our first education trade mission to Vietnam and Indonesia. Foreign students spend money and contribute to the U.S. economy. The CS doesn't just help export products, but also services, and education is about a \$20 billion industry.

—GREG THOMPSON, SENIOR INTERNATIONAL TRADE SPECIALIST, CS TEXAS IN GRAPEVINE

We're working to build awareness about promising export markets for U.S. suppliers of automotive parts and products through trade events, webinars, and other outreach. Although the automotive industry has been one of the hardest hit by the global economic recession, automotive manufacturers and suppliers still account for a large number of jobs and have a higher export share than most other U.S. manufacturing sectors.

—EDUARD ROYTBURG, CS AUTOMOTIVE TEAM LEADER, CS CALIFORNIA IN ONTARIO



### How does the U.S. Commercial Service help level the playing field?

U.S. government advocacy on behalf of U.S. bidders is a vital service that the private sector cannot carry out. Government-to-government communication using our established diplomatic channels is critical to getting the ball over the goal line.

—DAO M. LE, REGIONAL SENIOR COMMERCIAL OFFICER, CS QATAR IN DOHA

We want to make sure that foreign governments are applying the same sorts of open and transparent procurement processes that we've come to take for granted in the United States.

—DANIEL CROCKER, SENIOR COMMERCIAL OFFICER, CS PANAMA IN PANAMA CITY

### How do you work with stakeholders such as Congress?

At the Trade Information Center, our 800-USA-TRADE hotline receives many questions from Congressional staffers and constituents about trade-related issues. The Congressional Research Service also uses our information on export.gov for its research and Congressional briefings.

—ROZA PACE, INTERNATIONAL TRADE SPECIALIST, TRADE INFORMATION CENTER, WASHINGTON, D.C.

### What do you enjoy most about helping companies?

We helped a local company expand its international sales in green technology. These international revenue streams helped sustain their company during the recession, and they're even on track to hire four new electrical engineers. As a result, their international work brought high-paying positions to the Salt Lake City area. That really encapsulates the satisfaction we all share by assisting small and medium-sized companies.

—DAVE FISCUS, DIRECTOR, CS UTAH IN SALT LAKE CITY

One company told me that they saved \$30,000 in shipping a year because I looked at their export paperwork and shipping process and figured out what they could do more efficiently. That really made my day. That's what it's all about for me.

—DEBBIE DIRR, INTERNATIONAL TRADE SPECIALIST, CS OHIO IN CINCINNATI

### What do you wish more U.S. companies knew about exporting?

It's important that small and medium-sized companies realize that exporting provides sales and growth for the innovative products and services that they provide. And with the Internet and today's technology, the global marketplace is more accessible than ever.

—JUAN CARLOS PRIETO, SENIOR COMMERCIAL SPECIALIST, CS MEXICO IN MEXICO CITY



# THE PRESIDENT'S "E" AWARD

The President's "E" Award was created by President John F. Kennedy in 1961 to recognize persons, firms, or organizations that contribute significantly to increasing U.S. exports. On May 13, 2010, U.S. Secretary of Commerce Gary Locke presented 22 companies and organizations with the President's "E" Award, the "E" Star Award, and the "E" Certificate for Export Service for outstanding contributions to growing U.S. exports, strengthening the economy, and creating American jobs. Listed below are the 2010 winners.



Ro Khanna, Deputy Assistant Secretary for Domestic Operations of the U.S. Commercial Service, (second from the right) with the California recipients of the President's "E" Award.



Saint Vincent College, of Latrobe, Pennsylvania, receives the President's "E" Certificate for Export Service from U.S. Secretary of Commerce Gary Locke (right) and Under Secretary for International Trade Francisco Sánchez (left).

## RECIPIENTS OF THE PRESIDENT'S "E" AWARD

- The Bode Technology Group, Inc., Lorton, VA
- CECA Supply & Services, Inc., Houston, TX
- Daavlin Distributing Company, Bryan, OH
- DemeTech Corporation, Miami, FL
- EquipXp LC, Houston, TX
- Matthews Studio Equipment, Inc., Burbank, CA
- Natural Organics, Melville, NY
- Oil Center Research International, LLC, Lafayette, LA
- Otis Spunkmeyer, Inc., San Leandro, CA
- Pharmaceutical Trade Services, Inc., Ocean Springs, MS
- Polyguard Products, Inc., Ennis, TX
- ProStuff LLC, Rockford, IL
- Quantum Design, Inc., San Diego, CA
- RAD-CON, Inc., Cleveland, OH
- Slade, Inc., Statesville, NC
- Vita-Mix Corporation, Cleveland, OH
- WCCO Belting, Inc., Wahpeton, ND

## RECIPIENTS OF THE PRESIDENT'S "E" CERTIFICATE FOR EXPORT SERVICE

- The Center for Global Competitiveness, Small Business Development Center, Saint Vincent College, Latrobe, PA
- The Sacramento Regional Center for International Trade Development, Los Rios Community College District, Sacramento, CA

## RECIPIENTS OF THE PRESIDENT'S "E STAR" AWARD

- Nationwide Equipment Company, Jacksonville, FL
- NOW Health Group, Inc., Bloomingdale, IL
- Sauereisen, Inc., Pittsburgh, PA





# ADVOCACY AND COMMERCIAL DIPLOMACY

When foreign governments enact laws that make it more difficult for U.S. businesses to export or are unresponsive to requests from American organizations, the U.S. Commercial Services provides on-the-ground diplomatic leadership and support for U.S. business interests. In addition, our Advocacy Center works on behalf of individual U.S. firms in all industry sectors to ensure that they have every chance for success when competing for international procurements. Advocacy efforts help showcase the competitive strengths, talents, and capabilities of U.S. companies in markets around the world, facilitating more than \$19.7 billion in U.S. exports and supporting 101,000 U.S. jobs in 2010.

## The Advocacy Center supported these successes in 2010:



### Contract in Vietnam for JBT AeroTech

JBT AeroTech of Ogden, Utah signed a contract to

supply and install five passenger boarding bridges at Da Nang International Airport. The company faced stiff competition from established and well-connected competitors, and needed help raising the profile of its bid and ensuring a fair and transparent tender process. The Advocacy Center and CS Vietnam worked together to introduce JBT AeroTech officials to Vietnamese government decision makers, advise the firm on the Vietnamese procurement process, and coordinate advocacy efforts from U.S. government officials.



### Erickson Air-Crane Success in Greece

Erickson Air-Crane, Inc. of Portland,

Oregon is a manufacturer of heavy-lift helicopter air cranes used in the logging, firefighting, and construction industries. In 2010, the company signed a lease to provide firefighting helicopters to the Greek government's Hellenic Fire Brigade following advocacy support from CS Greece. The contract involved supplying the brigade with medium- and heavy-lift helicopters for the 2010 fire season, consisting entirely of U.S. export content. The Greek government has the option to renew the contract for several more years.



### Bode Technology Win in Qatar

Bode Technology of Lorton, Virginia was selected to provide

the Qatar Ministry of Interior with a national DNA database. This project will include DNA collection devices, computer software, training, and consulting services. Bode expects to receive additional contracts for subsequent years as Qatar implements the next phases of the project. The company has already hired one more staff member at its office in Lorton and expects to hire another two employees as a result of this project. CS advocacy included letters, meetings, and support of a Qatari visit to the U.S. to observe first-hand the firm's products and services in action.

## TRADE INFORMATION CENTER 800-USA-TRADE

As part of the U.S. Commercial Service, the Trade Information Center (TIC) serves as a central point of contact for U.S. exporters seeking export advice. The TIC provides U.S. businesses with expert assistance on issues such as how to begin exporting; how to comply with complex international trade documentation requirements, standards, and regulations; and how to access trade programs and resources offered by the U.S. government.

The TIC delivers its counseling services through a comprehensive approach:

- 800-USA-TRADE hotline
- *export.gov* website
- Educational outreach activities
- 70 online videos and podcasts
- Series of Export Basics webinars
- *A Basic Guide to Exporting* and *Export Programs Guide* publications
- Business information centers devoted to India, China, and the Middle East

In 2010, the TIC received more than 31,500 phone calls and e-mails from U.S. businesses. A 20 percent increase is projected for 2011, due in part to interest generated by the National Export Initiative. More than 100,000 people accessed videos and podcasts, and webinars attracted nearly 3,000 participants.

# TRADE MISSIONS

Every year, U.S. Commercial Service trade professionals take delegations of U.S. businesses on overseas trade missions. These official delegations meet with prescreened foreign companies interested in buying American goods and services. They also gain access to foreign company leaders and government officials who would not normally meet with individual business visitors. In 2010, the U.S. Department of Commerce organized 36 trade missions to 34 countries with 344 companies, emphasizing the renewable/nuclear energy, infrastructure/construction, and aerospace sectors. As a result of these trade missions, participants anticipate \$1.9 billion in export sales.

## U.S. DEPARTMENT OF COMMERCE TRADE MISSIONS:

In 2010, U.S. Department of Commerce executives led trade missions into strategic international markets, including these missions:

- Secretarial China Clean Energy Business Development Mission
- Secretarial Indonesia Clean Energy Business Development Mission
- Executive Green IT Mission to Mexico City: In the Technology Forefront
- Civil Nuclear Policy Mission to Poland, Czech Republic, and Slovak Republic
- Public Health Trade Mission to the Middle East
- Business Development Mission to Baghdad
- 2nd Solar Energy Trade Mission to India
- Aerospace Supplier Development Mission to Russia
- Safety and Security Trade Mission to Brazil
- Trade Winds Forum—The Americas

## CERTIFIED TRADE MISSIONS:

Partnering with trade associations, chambers of commerce, and other organizations, the U.S. Commercial Service assists numerous Certified Trade Missions each year. In 2010, some of these successful trade missions included the following:

- Louisiana District Export Council Trade Mission to Ghana and Nigeria
- Airlift, Inc. Israel International Aerospace Trade Mission
- American Chamber of Commerce in Georgia Trade Mission to Tbilisi, Georgia
- FedEx Green Industries Trade Mission to France, Germany, Italy, and the United Kingdom
- Enterprise Florida Export Sales Mission to Costa Rica and Panama



## SOLAR ENERGY TRADE MISSION TO INDIA

CS India organized a 2nd Solar Energy Trade Mission in February 2010. The mission was aimed both at influencing India's nascent clean energy and industrial policies, and at establishing U.S. developers and technology suppliers as first movers in India's emerging solar market. The delegation participated in policy and regulatory roundtables with central government and state officials, a project finance roundtable with elite Mumbai bankers, and more than 360 one-on-one business meetings with Indian firms in New Delhi, Bangalore, and Mumbai. In addition, the mission held briefings and advocacy discussions with energy secretaries and senior officials from three progressive states that adopted solar programs—Karnataka, Rajasthan, and Gujarat.



## TRADE WINDS FORUM—THE AMERICAS

Trade Winds Forum—The Americas business development conference and trade mission was held in São Paulo and Rio de Janeiro, Brazil, in April 2010. CS Director General Suresh Kumar and U.S. Ambassador to Brazil Thomas A. Shannon, Jr. opened the Trade Winds program and welcomed the 130 participating U.S. companies and marketing partners to Brazil. The Trade Winds program consisted of a three-day business conference in São Paulo covering South American markets that featured more than 40 guest speakers and subject matter experts. It also included a World Cup and Olympic Games business conference in Rio de Janeiro. The CS conducted 725 pre-arranged one-on-one consultations between U.S. companies and the CS Western Hemisphere team, as well as 310 prescreened and pre-arranged business-to-business meetings between U.S. companies and Brazilian firms in São Paulo, Rio de Janeiro, Brasília, and Belo Horizonte.



## SECRETARIAL CHINA CLEAN ENERGY BUSINESS DEVELOPMENT MISSION

U.S. Secretary of Commerce Gary Locke led a delegation of representatives from 24 U.S. companies to China in May 2010, with a focus on clean energy. In Hong Kong, the delegation participated in a forum at the Green Technology Showcase, held one-on-one meetings with representatives of Hong Kong businesses, and visited the Hong Kong Science & Technology Park. In Shanghai, China's largest city, the delegates met with the Shanghai Municipal Party Committee Secretary, representatives of Chinese green companies, and companies participating in the U.S.—China Energy Cooperation Program. In Beijing, the delegation met with senior Chinese government officials, visited the China Business Innovation Center, and participated in a town hall meeting with students and scientists at Tsinghua University.



# TRADE SHOWS

## INTERNATIONAL BUYER PROGRAM

The U.S. Commercial Service International Buyer Program (IBP) is a joint U.S. government-industry effort that brings thousands of international buyers to the United States for business-to-business matchmaking with U.S. firms exhibiting at major industry trade shows. Every year, the IBP helps facilitate nearly \$1 billion of new business between U.S. and international companies.

As a result of the program, 12,803 representatives from companies all over the world attended U.S. trade shows throughout 2010. Thirty-nine U.S. trade shows are participating in the 2011 IBP.

Visit [export.gov/ibp](http://export.gov/ibp)  
for the 2011 schedule.

**"TRADE SHOWS AND EXHIBITIONS PLAY AN INTEGRAL ROLE IN ENABLING U.S. COMPANIES OF ALL SIZES TO ENGAGE WITH INTERNATIONAL BUSINESSES TO EXPAND GLOBALLY. AS A PROUD PARTICIPANT IN THE INTERNATIONAL BUYER PROGRAM, WE HAVE SEEN FIRSTHAND THE VALUE OF THIS PROGRAM."**

—CHARLES YUSKA, PRESIDENT AND CEO, PACKAGING MACHINERY MANUFACTURERS INSTITUTE

## TRADE FAIR CERTIFICATION

On the flip side of the IBP, the U.S. Commercial Service's Trade Fair Certification (TFC) program is a cooperative partnership between the CS and private sector show organizers to increase U.S. participation in overseas trade shows. The program provides U.S. Department of Commerce endorsement, promotional support, show-related services, oversight and coordination of event services, exhibitor marketing facilitation, and in-country assistance for private sector organizers to build a U.S. pavilion at selected foreign shows.

The TFC program ensures high-quality opportunities for American companies to successfully market their products and services overseas. In 2010, the U.S. Commercial Service certified 94 overseas trade fairs in 27 countries, hosting 3,835 U.S. exhibitors that have reported a total of \$32 million in exports to date.

# THE POWER OF PARTNERSHIPS

## LEVERAGING PUBLIC AND PRIVATE PARTNERSHIPS TO BETTER ASSIST U.S. EXPORTERS



In April 2010, UPS senior executives discussed their plan for contributing to the New Market Exporter Initiative with U.S. Department of Commerce officials. From left, Under Secretary for International Trade Francisco Sánchez, U.S. Secretary of Commerce Gary Locke, and Dan Brutto, President of UPS International.



Secretary of Commerce Gary Locke (left) with Postmaster General John Potter after signing an agreement on July 12, 2010 that launched a new effort designed to expand U.S. exports.



From left: CS Director General Suresh Kumar; Russell Fleming, Vice President for International Marketing, FedEx; Secretary of Commerce Gary Locke; and former Michigan Governor John Engler, past President and CEO of the National Association of Manufacturers (NAM), at the launch of NAM's participation in the New Market Exporter Initiative on December 6, 2010.

**The U.S. Commercial Service coordinates closely with other federal agencies on a range of trade promotion activities to better assist U.S. businesses, including:**

- The U.S. Export Pavilion, an initiative of the Trade Promotion Coordinating Committee, which exhibits at select IBP trade shows to educate and assist U.S. companies on all aspects of exporting;
- The Partner Post program, which enables U.S. Department of State staff to counsel U.S. companies on CS programs and services, expanding CS reach to 45 additional foreign markets;
- Reverse trade missions with the U.S. Trade and Development Agency, bringing key overseas procurement officials to the United States to learn about U.S. technology and services;
- Training newly assigned U.S. military attachés on the CS Trade Fair Certification program;
- Collaboration with the Foreign Agricultural Service, part of the U.S. Department of Agriculture, through trade counseling, business matchmaking, and supporting foreign delegations at U.S. trade shows; and
- Colocation with the U.S. Export-Import Bank and the U.S. Small Business Administration in 19 domestic CS offices, providing seamless referrals for companies seeking trade finance assistance.

### STRATEGIC PARTNERSHIP PROGRAM

Through the Strategic Partnership Program, the U.S. Commercial Service is collaborating with private corporations, trade associations, and educational institutions to create a force multiplier effect—increasing our marketing channels, industry expertise, logistical capabilities, and, ultimately, our value in bringing more U.S. companies the assistance they need to grow their exports.

### NEW MARKET EXPORTER INITIATIVE

In 2010, the Strategic Partnership Program also focused on delivering results through targeted initiatives by developing and implementing the New Market Exporter Initiative (NMEI). NMEI is a program of the President's National Export Initiative, which was recommended in the September 16, 2010 *"Report to the President on the National Export Initiative: The Export Promotion Cabinet's Plan for Doubling U.S. Exports in Five Years."*

The NMEI leverages strategic partners to expand U.S. exports by identifying their customers and members who sell to at least one international market and helping them sell to additional markets. On average, approximately

58 percent of all U.S. exporters only sell to one market overseas. By focusing resources on these small and medium-sized U.S. companies that are already knowledgeable about exporting, we increase the likelihood of having the largest impact on U.S. exports.

At the time of this publication, partners **FedEx, UPS, the U.S. Postal Service, and the National Association of Manufacturers** had proactively reached out to more than 12,200 companies about increasing their exports (supporting as many as 735,000 U.S. jobs), and almost 7% of these companies registered for CS assistance.



## OTHER 2010 STRATEGIC PARTNERSHIP PROGRAM ACTIVITIES:

■ **The Federation of International Trade Associations Online** regularly highlights the U.S. Commercial Service on the front page of *fita.org*, in their "Really Useful Sites for International Trade Professionals" electronic newsletters, and on their new website, *globaltrade.net*.

■ **Lufthansa** was one of the marketing partners of the CS EuroTrade Forum at the National Institute of Standards and Technology's Manufacturing Extension Partnership (MEP) National Conference in Orlando, Florida. The May 2010 conference attracted 700 participants comprised of manufacturers and MEP partners from across the U.S. More than 350 one-on-one meetings were arranged for U.S. companies with CS senior commercial officers representing 28 European countries.

■ **PNC Bank** hosted their annual seminar series in October 2010, with a focus on "Latin America Smart." CS senior commercial officers from Argentina, Brazil, and Chile counseled U.S. companies at events in Missouri, New Jersey, and Florida. These seminars attracted 300 attendees, and a post-event webinar attracted another 300 participants.

■ **TD Bank** sponsored the CS's ChinaWise Business Seminar in April 2010. The Baltimore event attracted more than 50 business executives whose companies were considering exporting to China. The seminar featured the area's leading experts on China, and participating companies noted that it was one of the most substantive events in recent years.

■ **ThinkGlobal** invited the U.S. Commercial Service to participate in several webinars, reaching more than 100 education institutions to discuss how the CS can help maximize their international student recruitment efforts.

■ **TÜV Rheinland North America** organized a program in February 2010 on the "Revision of the Medical Device Directives," with the aim of updating companies on European Union regulations. Through the program, the U.S. Commercial Service helped 20 companies requiring export assistance.

■ **Trade Center Management Associates** promotes CS assistance regularly through electronic newsletters and during events at the Ronald Reagan Building and International Trade Center in Washington, D.C.

## RESULTS

As a result of efforts with 19 corporate and association strategic partners, the Strategic Partnership Program reached more than 15 million business and industry contacts, making exporting companies and potential exporters aware of the full range of export promotion services and programs offered by the U.S. Commercial Service.



## INVEST IN AMERICA PROMOTING FOREIGN DIRECT INVESTMENT IN THE UNITED STATES

Invest in America is the lead U.S. government effort to promote and support foreign direct investment (FDI) into the U.S., without geographical preference. As part of the U.S. Commercial Service, Invest in America connects foreign investors and U.S. economic development organizations with appropriate federal and state agencies, and provides information on U.S. policies and investment procedures.

Foreign direct investment plays a major role in the United States economy, both as a key driver of the economy and an important source of innovation, exports, and jobs.

In 2010, Invest in America conducted extensive domestic and international outreach, met with foreign investors, and provided support for state and local governments' investment promotion efforts. The program also facilitated more than 250 investor inquiries and served as an ombudsman in numerous cases to address investor issues involving federal agencies. Additionally, Invest in America participated in memoranda of intent with counterparts in international markets to facilitate greater FDI flow into the United States.

**Invest in**  
**America**  
*investamerica.gov*

# COLLABORATION HIGHLIGHTS

The U.S. Commercial Service works with many public and private sector organizations to ensure that U.S. firms are aware of and can access the full range of trade promotion support available.

Our partnerships are numerous and varied. A sampling of the groups we work with is listed below, and some examples of our collaboration in 2010 are shown to the right.

Airport, Port, and Rail Authorities  
Banks  
Chambers of Commerce  
Congressional Offices  
District Export Councils  
Economic Development Organizations  
Educational Institutions  
Export Trading Companies  
Federal Export Promotion Agencies  
Foreign/Free Trade Zones  
Foreign Governments  
Foreign Trade Organizations  
Freight Forwarders  
Governors  
Law Firms  
Mayors  
Media  
Professional Service Providers  
Small Business Development Centers  
State and Local Governments  
Trade and Business Associations  
Trade Fair/Show Organizers  
Transportation Companies  
World Trade Centers

## ASSOCIATIONS:

### New Mexico

CS New Mexico helped the American Indian Alaska Native Tourism Association organize a Native American pavilion at the International Tourism Bourse trade and tourism show in Berlin, Germany.

### South Dakota

CS South Dakota worked with the Great Plains International Trade Association to organize the 2010 Summer International Trade Forum attended by 60 companies. Governor Mike Rounds participated in an Export Achievement Certificate presentation.

### Turkey

As part of the Appalachian–Turkish Trade Project, CS Turkey, in cooperation with the Appalachian Regional Commission and the West Virginia District Export Council, coordinated with local CS offices to conduct outreach events in rural areas of five states.

## CHAMBERS OF COMMERCE:

### China

The American Chamber of Commerce and CS China organized a media conference to promote more U.S. destinations to the growing Chinese tourism market.

### Florida

CS Florida collaborated with the Greater Miami Chamber of Commerce to host a panel titled “International Procurement Opportunities for Your Business: Selling to Multilateral Development Organizations.”

### South Africa

CS South Africa, in collaboration with the U.S. Chamber of Commerce African Business Initiative, hosted a regional meeting of American business chambers that promote trade with the United States. Senegal, Nigeria, Uganda, Mozambique, Ethiopia, Kenya, Mauritius, Madagascar, and Tanzania were among the countries represented.

## CONGRESSIONAL OFFICES:

### Minnesota

CS Minnesota, in collaboration with the U.S. Small Business Administration, the Export-Import Bank of the United States, and the Minnesota Trade Office, supported four Minnesota-region Export Summits held by Senator Amy Klobuchar, Chairman of the Commerce Subcommittee on Competitiveness, Innovation, and Export Promotion.

### Virginia

CS Virginia hosted more than 50 participants at Export Essentials, a seminar featuring U.S. Representative Frank Wolf, Under Secretary for International Trade Francisco Sánchez, and Deputy Chief of Mission Lisa Kubiske of the U.S. Mission in Brazil.

## DISTRICT EXPORT COUNCILS:

### Arizona

CS Arizona, the Arizona District Export Council, and the Arizona Department of Commerce collaborated to bring the Export Sales Development Program to 27 companies, enabling them to build sales channels in 20 different countries.





### **Idaho**

CS Idaho collaborated with the Idaho District Export Council and Manufacturing Extension Partnership's TechHelp to offer the state's second ExporTech program.

### **North and South Carolina**

CS North and South Carolina and CS Canada worked with the North and South Carolina District Export Councils (DECs) to coordinate the first-ever DEC-led trade mission to Canada.

### **EDUCATIONAL INSTITUTIONS:**

#### **Ohio**

CS Ohio and CS Texas, in collaboration with Wittenberg University and Monterrey Tech, introduced buyers in Juarez, Mexico to companies in the Dayton, Ohio region through a series of live video conferences.

#### **Vermont**

CS Vermont supported the development of EducationVermontUSA, a consortium of colleges, secondary schools, and state and federal agencies working together to promote Vermont as a destination of choice for international students.

### **FOREIGN GOVERNMENTS:**

#### **Saudi Arabia**

CS Saudi Arabia collaborated with the U.S.–Saudi Arabian Business Council and the Saudi Arabia Ministry of Commerce on a Business Opportunities Forum in Chicago that brought together 1,200 business people.

#### **Taiwan**

CS Taiwan, in collaboration with the American Institute in Taiwan's Economic Section and Taiwan's Public Construction Commission, hosted a Taiwan Competitiveness Forum on government procurement to discuss facilitating international participation in Taiwan's public procurement market.

### **FOREIGN TRADE ORGANIZATIONS:**

#### **Canada**

CS Canada and the Ottawa–Carleton Bridge Research Institute organized a reception for the participants of the 2010 Technology Councils of North America conference, which represented more than 16,000 technology-related companies in North America. Attendees learned about CS services.

#### **France**

CS France worked with the Council of American States in Europe, the French export promotion agency UBI FRANCE, the French employers' association MEDEF, the Paris Chamber of Commerce, and the American Chamber of Commerce in France to organize a seminar on direct investment in the United States, as well as seminars on information technology, biotech, and environmental industry opportunities.

#### **Sweden**

CS Sweden, in collaboration with the Stockholm Chamber of Commerce, organized an Invest in America seminar with more than 100 participants and attended by the U.S. Ambassador to Sweden.

### **OTHER FEDERAL AGENCIES:**

#### **New Hampshire**

CS New Hampshire organized a three-day event on U.S. export controls, attended by 160 people, in collaboration with the U.S. Bureau of Industry and Security, the Office of Foreign Assets Control, the U.S. Census Bureau, and the Directorate of Defense Trade Controls.

#### **The Philippines**

CS Philippines helped organize the U.S. Trade and Development Agency's ASEAN Clean Energy, Trade, Technology, and Investment Forum in Manila. The goal of the forum was to promote alternative energy resource development and energy conservation projects.

#### **Puerto Rico**

CS Puerto Rico hosted a U.S. Department of Commerce Federal Programs Workshop, attended by 200 people, with speakers from the Economic Development Administration, the National Institute of Standards and Technology, and the Minority Business Development Agency.

### **STATE GOVERNMENTS:**

#### **Kentucky**

Kentucky Governor Steve Beshear launched the Kentucky Export Initiative, modeled after the National Export Initiative, in partnership with the CS.

#### **Maine**

CS Maine worked with the Maine International Trade Center and Governor John Baldacci's office to support a Maine Renewable Energy Trade Mission to Germany and Spain.



# MOVING FORWARD

As this report illustrates, companies that work with the U.S. Commercial Service realize their export goals. Every day, our efforts to help American firms succeed in global markets bring real economic benefits to your local community. And by advancing the National Export Initiative, more small and medium-sized U.S. businesses will have the opportunity to share in the world's lucrative marketplace.

Partnerships are critical to our efforts, helping extend our reach and best support U.S. exporting firms. With our global network, we are accessible wherever you are located.

**Contact us today to see how you and your constituents, members, or clients can benefit from the global trade promotion services—trade counseling, market intelligence, business matchmaking, and commercial diplomacy—that we provide.**

We also invite you to work with us to promote exports in your community. Your local U.S. Commercial Service office is ready to discuss upcoming opportunities or new ideas with you.

To learn more about the U.S. Commercial Service or find the office nearest you, visit [trade.gov/cs](https://trade.gov/cs) or call us at 800-USA-TRADE.





# U.S. COMMERCIAL SERVICE LEADERSHIP

**Suresh Kumar**

Assistant Secretary and Director General

**Ambassador Charles A. Ford**

Deputy Director General

**Rohit Khanna**

Deputy Assistant Secretary, Domestic Operations

**Carmine D'Aloisio**

Deputy Assistant Secretary, International Operations

**Anne Grey**

National Director, Domestic Operations

**Bryan Erwin**

Director, Advocacy Center

**Joseph K. Hurd III**

Senior Director, Export Promotion and Trade Policy

**Patrick Kirwan**

Director, Trade Promotion Coordinating Committee  
Director, Trade Promotion Programs (Acting)

**Americo Tadeu**

Director, Office of Strategic Planning  
and Resource Management

**Adam Wilczewski**

Director, Office of Strategic Partnerships

**Aaron Brickman**

Director, Invest In America

**Brian Brisson**

Regional Director, Western Hemisphere

**James Koloditch**

Regional Director, Western Europe

**Reginald Miller**

Regional Director, Central and Eastern Europe/Russia

**Christian Reed**

Regional Director, Africa, Near East, and South Asia

**Patrick Santillo**

Regional Director, East Asia Pacific

**James Cox**

Director, Northeast Region

**Joseph Hanley**

Director, Mid-Atlantic Region

**Mary Joyce**

Director, Midwest Region

**James Kennedy**

Director, Southwest Region

**Gregory Mignano**

Director, Pacific Northwest Region

**Michael Miller**

Director, Great Lakes Region

**Thomas Strauss**

Director, Southern Region

**Richard Swanson**

Director, Pacific Southwest Region

# U.S. Commercial Service International Offices

**Afghanistan**  
Kabul

**Algeria**  
Algiers

**Argentina**  
Buenos Aires

**Australia**  
Melbourne  
Sydney

**Austria**  
Vienna

**Belgium**  
Brussels

**Brazil**  
Belo Horizonte  
Brasília  
Recife  
Rio de Janeiro  
São Paulo

**Bulgaria**  
Sofia

**Canada**  
Calgary  
Montreal  
Ottawa  
Toronto  
Vancouver

**Chile**  
Santiago

**China**  
Beijing  
Chengdu  
Guangzhou  
Shanghai  
Shenyang  
Wuhan

**Colombia**  
Bogota

**Costa Rica**  
San Jose

**Croatia**  
Zagreb

**Czech Republic**  
Prague

**Denmark**  
Copenhagen

**Dominican Republic**  
Santo Domingo

**Ecuador**  
Quito

**Egypt**  
Alexandria  
Cairo

**El Salvador**  
San Salvador

**European Union**  
Brussels

**Finland**  
Helsinki

**France**  
Paris

**Germany**  
Berlin  
Dusseldorf  
Frankfurt  
Munich

**Ghana**  
Accra

**Greece**  
Athens

**Guatemala**  
Guatemala City

**Honduras**  
Tegucigalpa

**Hong Kong**

**Hungary**  
Budapest

**India**  
Ahmadabad  
Bangalore  
Chennai  
Hyderabad  
Kolkata  
Mumbai  
New Delhi

**Indonesia**  
Jakarta

**Iraq**  
Baghdad  
Erbil

**Ireland**  
Dublin

**Israel**  
Jerusalem  
Tel Aviv

**Italy**  
Florence  
Milan  
Rome

**Japan**  
Nagoya  
Osaka–Kobe  
Sapporo  
Tokyo

**Jordan**  
Amman

**Kazakhstan**  
Almaty

**Kenya**  
Nairobi

**Korea (South)**  
Seoul

**Kuwait**  
Kuwait City

**Lebanon**  
Beirut

**Libya**  
Tripoli

**Malaysia**  
Kuala Lumpur

**Mexico**  
Guadalajara  
Mexico City  
Monterrey  
Tijuana

**Morocco**  
Casablanca

**Netherlands**  
The Hague

**New Zealand**  
Wellington

**Nigeria**  
Lagos

**Norway**  
Oslo

**Pakistan**  
Islamabad  
Karachi  
Lahore

**Panama**  
Panama City

**Peru**  
Lima

**Philippines**  
Manila

**Poland**  
Warsaw

**Portugal**  
Lisbon

**Qatar**  
Doha

**Russia**  
Moscow  
St. Petersburg  
Vladivostok

**Romania**  
Bucharest

**Saudi Arabia**  
Dhahran  
Jeddah  
Riyadh

**Senegal**  
Dakar

**Serbia**  
Belgrade

**Singapore**

**Slovakia**  
Bratislava

**South Africa**  
Cape Town  
Johannesburg

**Spain**  
Madrid

**Sweden**  
Stockholm

**Switzerland**  
Bern

**Taiwan**  
Kaohsiung  
Taipei

**Thailand**  
Bangkok

**Tunisia**  
Tunis

**Turkey**  
Ankara  
Istanbul  
Izmir

**Ukraine**  
Kiev

**United Arab Emirates**  
Abu Dhabi  
Dubai

**United Kingdom**  
London

**Uruguay**  
Montevideo

**Venezuela**  
Caracas

**Vietnam**  
Hanoi  
Ho Chi Minh City

# U.S. Commercial Service U.S. Offices

## Alabama

Birmingham

## Alaska

Anchorage

## Arizona

Phoenix

Tucson

## Arkansas

Little Rock

Rogers

## California

Bakersfield

Cabazon

Fresno

Inland Empire

Los Angeles

(Downtown)

Los Angeles (West)

Monterey

Newport Beach

North Bay

Oakland

Sacramento

San Diego

San Francisco

San Jose

Ventura County

## Colorado

Denver

## Connecticut

Middletown

## Delaware

Served by  
Philadelphia, PA

## District of Columbia

Served by  
Arlington, VA

## Florida

Clearwater

Fort Lauderdale

Jacksonville

Miami

Orlando

Tallahassee

## Georgia

Atlanta

Savannah

## Hawaii

Honolulu

## Idaho

Boise

## Illinois

Chicago

Libertyville

Peoria

Rockford

## Indiana

Indianapolis

## Iowa

Des Moines

## Kansas

Wichita

## Kentucky

Lexington

Louisville

## Louisiana

New Orleans

Shreveport

## Maine

Portland

## Maryland

Baltimore

## Massachusetts

Boston

## Michigan

Detroit

Grand Rapids

Pontiac

Ypsilanti

## Minnesota

Minneapolis

## Mississippi

Jackson

## Missouri

Kansas City

St. Louis

## Montana

Missoula

## Nebraska

Omaha

## Nevada

Las Vegas

Reno

## New Hampshire

Portsmouth

## New Jersey

Newark

Trenton

## New Mexico

Santa Fe

## New York

Buffalo

Harlem

Long Island

New York

Rochester

Westchester

## North Carolina

Charlotte

Greensboro

Raleigh

## North Dakota

Fargo

## Ohio

Cincinnati

Cleveland

Columbus

Toledo

## Oklahoma

Oklahoma City

Tulsa

## Oregon

Portland

## Pennsylvania

Harrisburg

Philadelphia

Pittsburgh

## Puerto Rico

San Juan

## Rhode Island

Providence

## South Carolina

Charleston

Columbia

Greenville

## South Dakota

Sioux Falls

## Tennessee

Knoxville

Memphis

Nashville

## Texas

Austin

El Paso

Fort Worth

Grapevine

Houston

McAllen

Midland

San Antonio

## Utah

Salt Lake City

## Vermont

Montpelier

## Virginia

Arlington

Richmond

## Washington

Seattle

Spokane

## West Virginia

Charleston

Wheeling

## Wisconsin

Milwaukee

## Wyoming

Served by  
Denver, CO

To find contact information for your local office, visit [trade.gov/cs](https://trade.gov/cs).



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

**U.S. Commercial Service**

1401 Constitution Ave., NW  
Washington, DC 20230

*trade.gov/cs*  
*export.gov*  
*buyusa.gov*  
800-USA-TRADE



**Mixed Sources**  
Product group from well-managed  
forests, controlled sources and  
recycled wood or fiber

Cert. no.  
www.fsc.org  
© 1996 Forest Stewardship Council



The U.S. Commercial Service directly supports  
the President's National Export Initiative.